

# NATIONAL CANNERS ASSOCIATION



## Information Letter



FOR N. C. A. MEMBERS

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### CONTENTS

	Page		Page
Fine cooperation from canners in radio campaign .....	1945	Army asks bids on canned foods ....	1931
Intended acreage of lima beans and beans for canning .....	1946	Wholesale prices in March .....	1931
Intended acreage of kraut cabbage and cucumbers for pickles .....	1947	Proposed increase in French tariff on canned fish .....	1932
Truck crop markets .....	1949	All artificial yellow colors prohibited in salad dressings .....	1933
Employment in March .....	1950	Exports of canned pineapple from Malaya increase in 1929 .....	1933
Business conditions .....	1950	House passes Fisheries Bureau bill ..	1933

### Fine Cooperation from Canners in Radio Campaign

Just what real cooperation can accomplish has been revealed by the response to the letter on the broadcasting campaign sent to canners by the Chairman of the Association's Advertising Committee. During the past week many additional letters have been received by Chairman Clark telling what canners are doing to interest their brokers and distributors. Brokers also are writing to the Association that they are hearing from many canners, while distributors are both asking for information and reporting what they are doing to get the retailers enthused.

*Canners who have not already communicated with their brokers and distributors are urged to do so at once, and those who have sent out letters can further assist the work by writing follow-up letters.*

A meeting of the Advertising Committee was held at Chicago on April 14, at which time there was a full discussion of the campaign to date and of plans for the remainder of the program. With the radio audience now built up, it was the view of the Committee that more emphasis can hereafter be given in the programs to helpful, practical information for the housewife, information that will create confidence in canned foods, dispel the prejudices that may exist in the minds of consumers, and suggest new and interesting ways in which to serve canned products. Letters from the radio audience reveal that this kind of information is appreciated, especially when it comes from such authoritative sources as the guest speakers who have appeared and will appear on the radio programs.

The programs for the week of April 21 will include as guest speakers Dr. E. F. Kohman of the Cannery Association Research Laboratory; Dr. C. O. Ball of the Research Division of the American Can Company; Miss Emma F. Holloway, Director of Institutional Courses in the School of Household Science and Arts in Pratt Institute, and Dr. Walter H. Eddy of Columbia University.

During the week of April 28, the guest speakers will include H. W. Phelps, President of the American Can Company; Dr. B. R. Andrews of Columbia University; and Dr. Morris Fishbein, Editor of the Journal of the American Medical Association.

As mentioned in last week's Letter, New York goes on Daylight Saving Time on April 27, and the programs after that date will go on the air at 11.45 Daylight Saving Time. This means that in the Eastern states the program will be on the air at 10.45 Eastern Standard Time and in the Central states at 9.45 Central Standard Time. No change in the time of the programs will occur in the Pacific Coast and Mountain states.

#### **Intended Acreage of Lima Beans and Beets for Canning**

The following tables give totals, by states, of actual acreages of green lima beans and beets reported by firms replying to schedules sent out by the United States Department of Agriculture. Since this is the first attempt to furnish information on these crops, it is not yet possible to publish complete data on total acreages grown in past years or to be grown in 1930.

The state summaries show, for those firms reporting, total acreages harvested in 1929 and total acreages intended in 1930. While it is not possible to determine the exact percentage of the total crop grown by these firms, the proportion of the total acreages represented in their reports is believed to be sufficiently large and representative to indicate the degree of change from 1929 to 1930. Comparison of intended acreages in 1930 with harvested acreages in 1929 should be helpful to cannery and growers in adjusting their plantings for the 1930 season.

Reports from 30 firms indicate that cannery are planning to grow an acreage of green lima beans for canning or manufacture more than a fifth larger than that grown in 1929. These firms report a total of 18,481 acres, harvested in 1929 and 22,435 acres intended in 1930. For the individual states, increases ranging from 5 per cent in Ohio to 28 per cent in Virginia, are indicated. Of the total number of firms reporting, 22 indicate increases, 3 indicate decreases, and 5 report no change in acreage.

	Acreage reported by 50 firms		1930 intended as per cent of 1929
	Harvested in 1929	Intended in 1930	
	Acres	Acres	Per cent
Delaware .....	6,109	7,425	123
Maryland .....	1,309	1,450	111
Michigan .....	2,742	4,495	160
Minnesota .....	800	950	110
New Jersey .....	1,400	1,450	104
Ohio .....	1,129	1,200	105
Virginia .....	3,270	4,180	128
Other States .....	722	1,125	156
Total .....	18,491	22,435	121.5

a Other States consist of Illinois, Pennsylvania, South Carolina and Tennessee.

According to reports from 65 canners of beets, the acreage intended in 1930 is more than a half larger than that grown in 1929. These firms report a total of 4,089 acres harvested in 1929 and 6,284 acres intended in 1930.

Of the 65 reports received, 47 indicate acreage increases, 11 indicate decreases, and 7 report no change. Relatively large increases are indicated in all states reporting. These intentions are necessarily subject to change before actual planting, and the final acreage may be either greater or less than present indications, due to weather conditions, the possible effect of this report upon canners' plans and other influencing factors.

	Acreage reported by 65 firms		1930 intended acreage as per cent of 1929
	Harvested in 1929	Intended in 1930	
	Acres	Acres	Per cent
Colorado .....	155	425	274
Delaware .....	....	140	....
Indiana .....	220	250	114
Maryland .....	62	95	153
Michigan .....	379	514	136
New Jersey .....	601	825	134
New York .....	1,078	1,755	163
Ohio .....	95	130	137
Oregon .....	499	577	116
Utah .....	63	110	175
Washington .....	193	158	111
Wisconsin .....	440	720	164
Other states .....	365	490	134
Total .....	4,089	6,284	154

a Other States consist of Iowa, Kentucky, Mississippi, Pennsylvania, South Carolina, Texas and Virginia.

### Intended Acreage of Kraut Cabbage and Cucumbers for Pickles

The 1930 intended acreage of cabbage for kraut is more than a fifth larger than that grown in 1929, according to reports from 53 packers and growers to the United States Department of Agriculture. These firms grew or contracted about one-half of the total acreage estimated for harvest in 1929. Of the 53 reports received, 36 indicate acreage increases, 5 indicate decreases, and 12 report no change.

If present intentions are carried out, the 1930 acreage will be around 20,600 acres compared with 16,910 acres estimated for

harvest last year, and with a five-year average (1925-1929) of 13,380 acres. This would be the highest acreage on record and, with average yields the production would also be the largest on record.

The acreage actually planted, however, may differ from the intention reports, due to weather conditions, the possible effect of this report upon packers' and growers' plans, and upon other influencing factors.

	1927	1928	1929 <sup>a</sup>	Intended 1930 as per cent of 1929 Per cent
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	
New York .....	3,960	4,120	4,120	130
Ohio .....	3,590	2,350	2,700	106
Indiana .....	860	730	1,080	133
Illinois .....	860	670	670	113
Michigan .....	1,530	1,620	1,700	130
Wisconsin .....	2,090	2,630	3,020	130
Minnesota .....	430	430	500	107
Colorado .....	300	300	300	100
Washington .....	260	280	320	95
Other states .....	1,920	2,110	2,300	95
Total .....	13,400	15,340	16,910	121.8

<sup>a</sup> Subject to revision.

The intended acreage of cucumbers for pickles in 1930 is more than a third larger than the acreage estimated for harvest in 1929, according to reports received from 106 packers and growers representing three-fifths of the total acreage grown last year. Of the 106 firms reporting, 65 indicate acreage increases, 25 indicate decreases, and 16 report no change. Substantial increases are indicated in all important areas, and acreages are being planned in some new areas of the southern states.

If present intentions are carried out, the 1930 acreage will be around 88,800 acres, compared with the estimate of 65,230 acres harvested in 1929, and will exceed all previous acreages except that of 1925. A yield in line with the average yield during the past five years (55 bushels) would result in a production from the intended acreage of about 4,884,000 bushels. This production would be the second highest during the period, 1918 to 1929, and would be exceeded only by the crop of 1925. It would exceed production of last year by more than one-half and would be more than a fifth larger than the crop of 1928 and the five-year average production during the period of 1925-29.

Before actual planting operations, packers and growers should bear in mind that the comparatively small production of last year was due to low yields in many important areas, and that the 1929 acreage was sufficient to have produced a much larger crop had growing conditions been average.

	1927	1928	1929 a	Intended 1930 as per cent of 1929 Per cent
	Acres	Acres	Acres	
Massachusetts b.....	.....	.....	1,260	98
New York .....	690	860	820	110
Ohio .....	1,730	1,700	1,730	140
Indiana .....	6,800	9,370	9,480	140
Illinois .....	960	1,360	1,230	70
Michigan .....	17,330	22,840	21,000	134
Wisconsin .....	4,800	10,190	11,310	143
Minnesota .....	3,060	3,300	3,500	127
Iowa .....	270	940	1,300	216
Missouri .....	670	1,260	1,260	90
Louisiana b .....	.....	.....	980	166
Colorado .....	5,130	2,300	3,400	130
Washington .....	410	460	510	110
California .....	2,120	2,760	3,710	c 100
Other states .....	7,940	7,240	5,740	163
Total .....	31,940	63,420	63,220	136.3

a Subject to revision.

b Previous to 1929 included in "Other States" group.

c No report; taken as equal to 1929.

### Truck Crop Markets

Florida tomato shipments increased to 350 cars for the week ended April 12, according to the U. S. Market News Service, while imports from Mexico decreased to 400 cars. Possibly only a thousand additional cars will come from Mexico this season.

Asparagus movement from the Southeast was becoming active, though the bulk of the supply was still from California. Cauliflower also declined at loading stations in southern California. Shipments from that state increased to 305 cars.

Sweet potato forwardings decreased to 215 cars, half of which came from Tennessee.

Shipments of string beans from the Rio Grande Valley of Texas increased rapidly to 170 cars. Florida originated only 60 cars of beans. Movement of Florida cucumbers is only one-third of that a year ago. Shipments of Florida grapefruit and Texas spinach were much lighter, but Virginia spinach forwardings were becoming heavy. California orange and green-pea movement increased.

Texas cabbage output decreased to 215 cars, while Florida moved 105 and South Carolina increased sharply to 290 cars. Imports continued very liberal, amounting to 160 carloads from Holland and 58 from Denmark last week.

It looks as if the May supply of strawberries will not be as heavy as usual. Louisiana shipments increased during the week to a daily average of 40 cars, but shipments were still only half as heavy as at this time last year. The Alabama season has been delayed and movement from that section was only 65 cars for the week. Texas originated about 25 carloads.

Combined shipments of 24 products decreased to 15,410 cars and were 1,250 lighter than a year ago.

## CARLOT SHIPMENTS

Commodity	April 6-12 1950	Mar. 30- Apr. 5 1950	April 7-13 1949	Total this season to April 12	Total last season to April 12	Total last season
Apples, total .....	930	1,198	693	98,024	123,716	127,580
Eastern States .....	224	304	289	49,648	60,916	62,766
Western States .....	596	894	424	48,376	62,800	64,822
Asparagus .....	421	442	243	1,373	835	2,110
Carrots .....	361	390	343	5,971	4,899	11,923
Cabbage .....	637	546	963	7,407	11,399	44,130
Cauliflower .....	309	295	166	9,066	8,473	9,598
Green peas .....	171	103	297	1,257	1,161	5,163
Mixed vegetables:						
Domestic .....	926	956	1,020	10,398	12,063	32,447
Imports .....	16	22	5	880	160	216
Pears .....	34	32	38	20,795	24,935	24,549
Peppers:						
Domestic .....	95	95	110	677	941	3,398
Imports .....	23	23	3	403	531	566
Spinach .....	329	480	410	7,932	8,603	10,249
Strawberries .....	416	161	950	2,119	3,371	19,626
String beans .....	230	148	377	3,134	2,819	8,621
Tomatoes:						
Domestic .....	331	266	315	2,723	4,447	31,643
Imports .....	410	667	271	3,693	4,948	5,671

## Employment In March

The U. S. Bureau of Labor Statistics reports a decrease of 0.6 per cent in employment in manufacturing industries in March as compared with February, and an increase of 0.1 per cent in pay-roll totals.

In addition to the survey of employment in manufacturing industries, the Bureau of Labor Statistics makes monthly surveys of employment in seven other major industrial groups, including canning, in which seven groups employment increased 8.8 per cent.

The total number of establishments reporting in the combined eight groups of industries was 36,810, having in March 4,915,407 employees, whose combined earnings in one week were \$132,227,077. The figures represent the number of employees on the pay roll ending nearest the 15th of the month, this, on an average, meaning the number actually employed several days in advance of the 15th.

The combined figures of manufacturing and the other seven major industrial groups show a decrease in employment of 1.0 per cent in March as compared with February, and a decrease in pay roll totals of 1.2 per cent.

## Business Conditions

According to the weekly statement of the Department of Commerce for the week ended April 12, business, as indicated by the volume of check payments, was about 14 per cent lower



than in the previous week end and about 5 per cent lower than for the corresponding week of 1929. However, it was not quite so low as two weeks ago. Operations in steel plants during the latest reported week were on a slightly lower level than in the previous week and nearly 22 per cent less than a year ago.

The value of building contracts showed another drop, being 6 per cent less than it was a week ago and more than 30 per cent less than for the corresponding week of 1929.

The general index of wholesale prices was slightly higher than last week, but 6 per cent lower than it was a year ago.

Bank loans and discounts at the end of the week were lower than last week but a little higher than in 1929. Prices for stocks continued to rise and were slightly higher than a year ago while there was practically no change in bond prices. Interest rates remained about 50 per cent lower than for the last year, but compared with a week ago call money remained unchanged while time money was about 6 per cent higher.

Movement of commodities by rail, as shown by statistics for the latest reported week, was greater than the preceding week, but a reduction under the same week in 1929.

#### CAR LOADINGS

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended April 5 .....	907,928	378,319	354,927	274,769
Preceding week .....	885,139	355,480	345,121	284,578
Corresponding week, 1929 .....	938,325	407,308	387,143	293,875
Corresponding week, 1928 .....	919,352	374,358	363,317	281,677

#### Army Asks Bids On Canned Foods

The Quartermaster Supply Officer of the Army is asking for bids on a quantity of subsistence supplies including various canned foods, the bids to be opened at 10:00 a. m., April 25th. The schedule on which to submit bids may be obtained from the Quartermaster Supply Officer at Brooklyn, N. Y.

#### Wholesale Prices in March

The recession of wholesale prices which began in August, 1929, continued into March with a further decline of 1 2/5 per cent, according to the U. S. Bureau of Labor statistics. The Bureau's weighted index, with average prices in 1926 as 100.0, stands at 90.8 for March, compared with 92.1 for February. Since July, 1929, the high mark of last year with an index of 98.0, there has been a decrease of over 7 per cent in wholesale prices. Compared with March, 1929, with an index of 97.5, a decrease of practically 7 per cent is shown. All the major groups of commodities declined from February to March, with decreases

ranging from one-third of 1 per cent in building materials to 3 1/3 per cent in farm products.

#### **Proposed Increase in French Tariff on Canned Fish**

A new tariff bill has been presented in the French Chamber of Deputies which proposes an increase in the canned fish tariff No. 47, which particularly affects canned pilchards and canned salmon from this country, according to a radiogram from the acting commercial attache at Paris. According to information now at hand the bill proposes that the present rate of 85 francs per 100 kilograms be increased to 250 francs per 100 kilograms (from about 1.4 to 4.5 cents per pound at the present rate of exchange).

#### **All Artificial Yellow Colors Prohibited in Salad Dressings**

Addition to mayonnaise, salad dressings, and similar products of a color which gives them the appearance of products with a higher egg content is prohibited by the Federal Food and Drugs Act, according to a recent announcement by the Food, Drug and Insecticide Administration of the U. S. Department of Agriculture.

#### **Exports of Canned Pineapple from Malaya Increase in 1929**

Exports of canned pineapple from Malaya in 1929 amounted to 65,735 short tons, valued at \$5,263,227, compared with 51,969 tons valued at \$4,800,183 during 1928, an increase of 21 per cent in volume. Of the 1929 exports, 45,480 tons went to the United Kingdom, 6,294 to Canada, 2,995 to New Zealand, 1,568 to France and 1,138 to the Netherlands. Exports to the United States have increased consistently during the last four years, having amounted to 624 tons in 1926, 871 tons in 1927, 1,228 tons in 1928 and 1,640 tons in 1929.

#### **House Passes Fisheries Bureau Bill**

The House on April 16 passed the bill (H. R. 7405) authorizing the expenditure of \$3,335,000 on a five-year construction and maintenance program for the U. S. Bureau of Fisheries. The bill now goes to the Senate.

The bill has been before Congress for several years. Of the amount appropriated in the bill, \$1,835,000 is to be used for construction purposes, and \$1,500,000 for maintenance and personnel expenses.